

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

- 1               1. (Currently amended) A method for delivering content to a mobile device,  
2 comprising the steps of:  
3               receiving, by a first server computer, a first request for content from the mobile  
4 device;  
5               responsive to the first request for content, sending, by the first server computer, an  
6 address to the mobile device of the requested content, the requested content stored in a reference  
7 format in a storage device accessible to one or more server computers at the address to the  
8 mobile devicee;  
9               receiving, by a second server computer, a second request for content from the  
10 mobile device for the content subsequent to the first request for content, the second request for  
11 content received from the mobile device being different from the first request for content  
12 received from the mobile device, the second request for content specifying [[an]] the address of  
13 the requested content sent to the mobile device responsive to the first request and a type of the  
14 mobile device;  
15               responsive only to the second request, fetching, by the second server computer,  
16 the requested content as stored in the reference format from the specified address of the  
17 requested content in the second request;  
18               determining, by the second server computer, one or more environmental  
19 characteristics applicable to delivery of the fetched content to the mobile device from the  
20 reference format in one or more formats suitable to the mobile device; and  
21               converting, by the second server computer, the fetched content from the reference  
22 format to a format suitable to the mobile device based on the one or more environmental  
23 characteristics applicable to delivery of the fetched content to the mobile device, and

24 delivering the converted content to the mobile device.

2.-5. (Canceled)

1           6. (Currently amended) The method of claim 1, wherein the second server  
2 computer includes hardware configured to convert the fetched content from the reference format  
3 to the format suitable to the mobile device based on the one or more environmental  
4 characteristics applicable to delivery of the fetched content to the mobile device.

1           7. (Currently amended) The method of claim 1, wherein the first sending  
2 step sends the address of the requested content within a base file.

1           8. (Original) The method of claim 1, wherein the address includes a  
2 Universal Resource Locator (URL) of the requested content.

1           9. (Previously Presented) The method of claim 1, wherein the converting  
2 step carries out at least one of the following steps:

3           re-sizing the requested content;  
4           converting the requested content from color to black and white;  
5           cropping the requested content;  
6           dithering the requested content,  
7           flipping the requested content, and  
8           changing a number of colors of the requested content.

1           10. (Currently amended) The method of claim 1, further comprising a step of  
2 storing, by the second server computer, a copy of the converted content in a cache memory  
3 associated with the second server computer.

1           11. (Currently amended) The method of claim 10, wherein the delivering step  
2 comprises delivering, by the second server computer, the copy of the converted content  
3 from the cache memory associated with the second server computer if a valid copy of the  
4 converted content is present in the cache memory.

1               12. (Original) The method of claim 1, wherein the type of mobile device  
2 includes make and model information of the mobile device.

1               13. (Currently amended) The method of claim 1, further comprising wherein  
2 ~~the second server stores storing, by the second server computer,~~ a configuration table associating  
3 the type of mobile device with a set of display characteristics of the mobile device.

1               14. (Currently amended) The method of claim 13, wherein the converting  
2 step includes:

3               a step of accessing, by the second server computer, the configuration table; and  
4               converting, by the second server computer, the fetched requested content from the  
5 reference format to the format suitable to the mobile device based on the one or more  
6 environmental characteristics applicable to deliver of the fetched content to the mobile device  
7 and a format specified by the set of display characteristics associated with the type of the mobile  
8 device.

1               15. (Original) The method of claim 1, wherein the requested content includes  
2 an image and wherein the converting step includes a step of changing the resolution of the  
3 image.

1               16. (Currently amended) The method of claim 1, wherein the delivering step  
2 comprises delivering, by the second server computer, the converted content to the  
3 mobile device at a selectable bit rate defined, in part, by the one or more environmental  
4 characteristics.

1               17. (Original) The method of claim 13, wherein the content is of a type  
2 selected from a group including image, video, audio, audio stream and video stream.

1               18. (Original) The method of claim 17, wherein the reference format is  
2 different for each type of content.

1               19. (Currently amended) The method of claim 1, wherein the second server  
2 computer includes [[is]] a software module and wherein the address of the requested content in  
3 the reference format is passed as an argument via the second request for content to the software  
4 module.

1               20. (Currently amended) A computer system configured to deliver content to  
2 a mobile device, comprising:

3               a first server that includes hardware and that is configured to deliver, responsive  
4 to a first request for content from the mobile device, an address of [[a]] the requested content to  
5 the mobile device, the requested content stored in a reference format in a storage device  
6 accessible to one or more server computers at the request responsive to a request for the content  
7 from the mobile device, and

8               a first proxy server configured to:

9               receive a second request for content from the mobile device for the  
10 content, the second request for content received from the mobile device being different from the  
11 first request for content received from the mobile device, the second request for content  
12 including the address of the requested content send to the mobile device responsive to the first  
13 request for content in the reference format and a type of the mobile device,

14               [[to]] fetch the requested content as stored in the reference format at the  
15 received address of the requested content in the second request responsive only to the second  
16 request only,

17               determine one or more environmental characteristics applicable to deliver  
18 of the fetched content to the mobile device from the reference format in one or more formats  
19 suitable to the mobile device,

20               [[to]] convert the fetched content from the reference format to a format  
21 suitable to the type of mobile device based on the one or more environmental characteristics  
22 applicable to delivery of the fetched content to the mobile device, and

23               [[to]] deliver the converted content to the mobile device,  
24 wherein the first proxy server is further configured to:

25                    maintain a configuration table associating the type of mobile device with a  
26   set of display characteristics of the mobile device, ~~and~~  
27                    ~~wherein the first proxy server is further configured to access the~~  
28   configuration table, and  
29                    convert the fetched requested content from the reference format to the  
30   format suitable to mobile device using based on the one or more environmental characteristics  
31   applicable to delivery of the fetched content to the mobile device and a format specified by the  
32   set of display characteristics associated with the type of the mobile device.

1                    21. (Original) The computer system of claim 20, wherein the first proxy  
2   server is a software module.

1                    22. (Original) The computer system of claim 21, wherein the software  
2   module runs on the first server.

1                    23. (Original) The computer system of claim 21, wherein the software  
2   module runs on at least one third server that is distinct form the first server.

1                    24. (Previously Presented) The computer system of claim 20, wherein the  
2   first proxy server includes hardware.

1                    25. (Original) The computer system of claim 24, wherein the first server and  
2   the first proxy server are coupled to one another by a computer network.

1                    26. (Previously Presented) The computer system of claim 25, further  
2   including a plurality of second proxy servers each of the plurality of second proxy servers being  
3   configured as first proxy servers and being coupled to a computer network.

1                    27. (Original) The computer system of claim 26, wherein at least some of the  
2   plurality of second proxy servers are geographically separated from one another.

1               28. (Original) The computer system of claim 20, wherein the first server is  
2 configured to send the address of the requested content within a base file.

1               29. (Original) The computer system of claim 20, wherein the address includes  
2 a Universal Resource Locator (URL) of the requested content.

1               30. (Previously Presented) The computer system of claim 20, wherein the  
2 first proxy server is also configured to selectively re-size the requested content, convert the  
3 requested content from color to black and white, crop the requested content, dither the requested  
4 content, flip the requested content or to change a number of colors of the requested content.

1               31. (Original) The computer system of claim 20, wherein the first proxy  
2 server is also configured to store a copy of the converted content in a cache memory.

1               32. (Original) The computer system of claim 31, wherein the first proxy  
2 server is configured to deliver the copy of the converted content from the cache memory if a  
3 valid copy of the converted content is present in the cache memory.

1               33. (Original) The computer system of claim 20, wherein the type of mobile  
2 device includes make and model information of the mobile device.

34.-35. (Canceled)

1               36. (Original) The computer system of claim 20, wherein the content is of a  
2 type selected from a group including image, video, audio, audio stream and video stream.

1               37. (Original) The computer system of claim 36, wherein the reference format  
2 is different for each type of content.

1               38. (Original) The computer system of claim 20, wherein the first proxy  
2 server is a software module and wherein the address of the content in the reference format is  
3 passed as an argument to the software module.